

**Funding Opportunity: National Unity Project**  
**Funding Opportunity Number: SCAKAB-21-CA-006-SCA-04292021**  
**Questions and Answers**

**Question 1:** The submission of slogans and logos - will the selected applicant be able to adjust the submitted slogans during the implementation phase?

**Answer:** Yes. The selected applicant will be able to adjust and submit for PAS approval the branding plan, including logos and slogans during the implementation phase.

**Question 2:** The online accountability tool - who should be targeted by the online accountability tool? And how should it be used by remote communities without internet connection?

**Answer:** The tool should be created for a low band width internet environment and for users who access the tool primarily with cell phones.

**Question 3:** Should slogans, logos, and the campaign plan be included within the requested proposal template document (max. 50 pages)? Or should it be a separate annex to the proposal?

**Answer:** Please include the slogans, logos, and campaign plan in a separate annex of the proposal.

**Question 4:** Aside from Dari and Pashtu, how many local languages does PAS expect the national mass media campaign to be in? And does PAS have any preferred local / minority languages?

**Answer:** PAS expects the mass media campaign to include Dari, Pashto, Uzbek, and Turkmen.

**Question 5:** Under point 4 on page 5, the proposal mentions that a plan for the multi-lingual broadcast and printing of campaign materials should be submitted as part of the proposal. Bearing in mind that negotiating timeslots etc. is only possible post-award and would normally be based on a media consumption survey or similar, how detailed should this plan be? And would this cover the whole national mass media campaign or just the component of it that is multilingual?

**Answer:** Please provide a plan which shows a detailed analysis for creating a national mass media campaign, not only the multilingual component. Per the NOFO, the proposal must clearly communicate the proposed media platform (television, radio, social media, etc.), network, day and timeslot, etc. and expected reach. Any adjustments to the plan post-award will be subject to PAS approval.

**Question 6:** We understand that any media campaign needs to be national. However, does PAS also expect community activities to occur in all 34 provinces?

**Answer:** Please include a community activity plan for at least six targeted provinces. The plan should explain the applicant's rationale for selecting targeted provinces to advance the project's objectives (e.g. large university population, population size, and economic and political importance).